

About Company

Founded in 2017 by Aditya Singh and Himanshu Sehgal, Octavus Consulting is a global consulting firm offering tailored services including competitive intelligence, product strategies, marketing analytics, digital health solutions, conference coverage, and brand building for diverse Life science sectors such as Biopharma, MedTech, Nutraceuticals, Cosmetics, Diagnostics, Digital health, Animal health, and Healthcare start-ups.

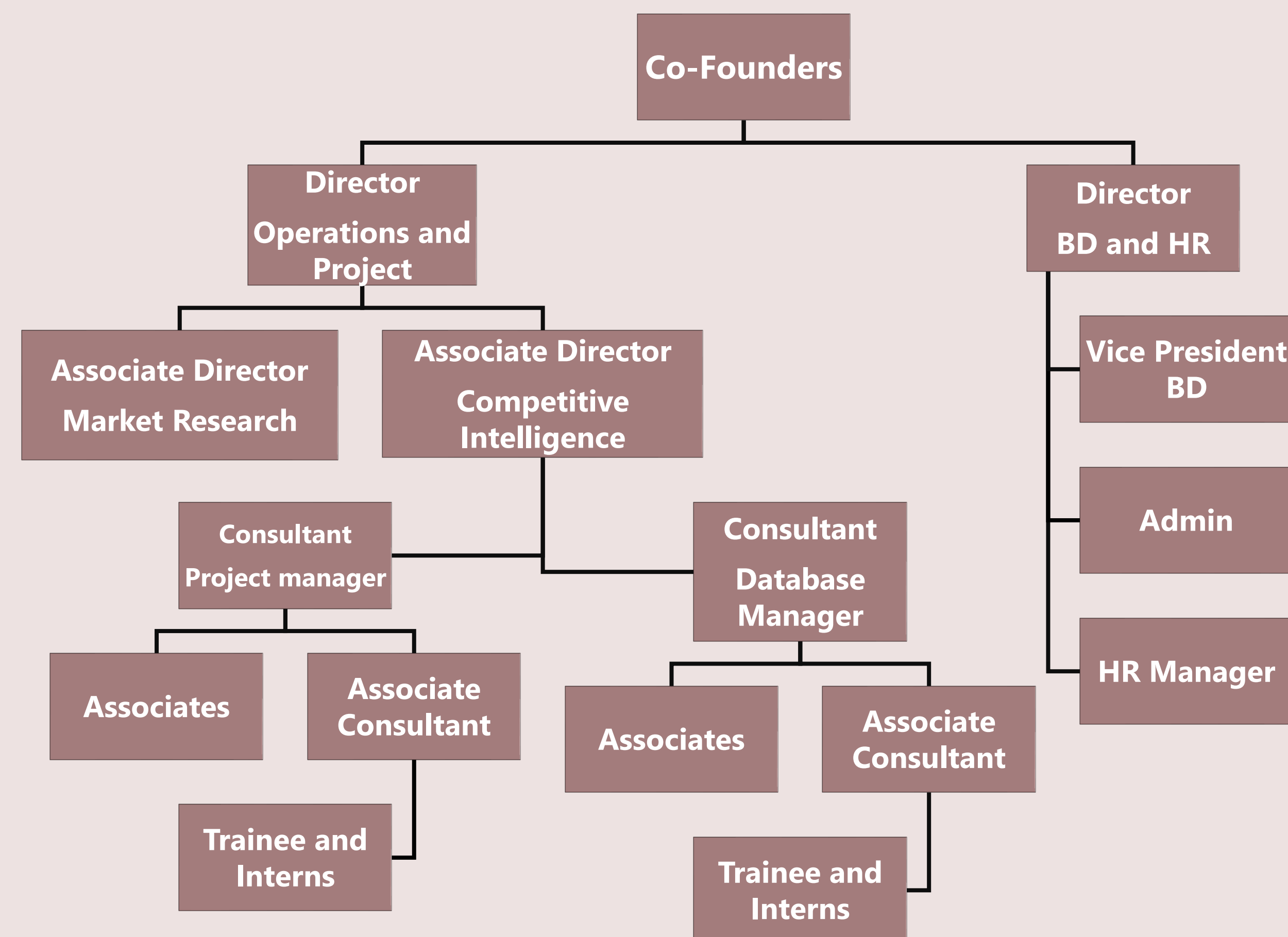
Mission

To deliver timely, accurate insights for strategic decision-making by leveraging dynamic data, knowledge, and technology – offering impactful solutions that empower clients and drive growth.

Vision

To be a trusted partner to clients and recognized as a valuable asset to communities by approaching every project with passion and commitment, ensuring excellence in delivery, and offering unique, differentiated solutions that create meaningful, mutual value.

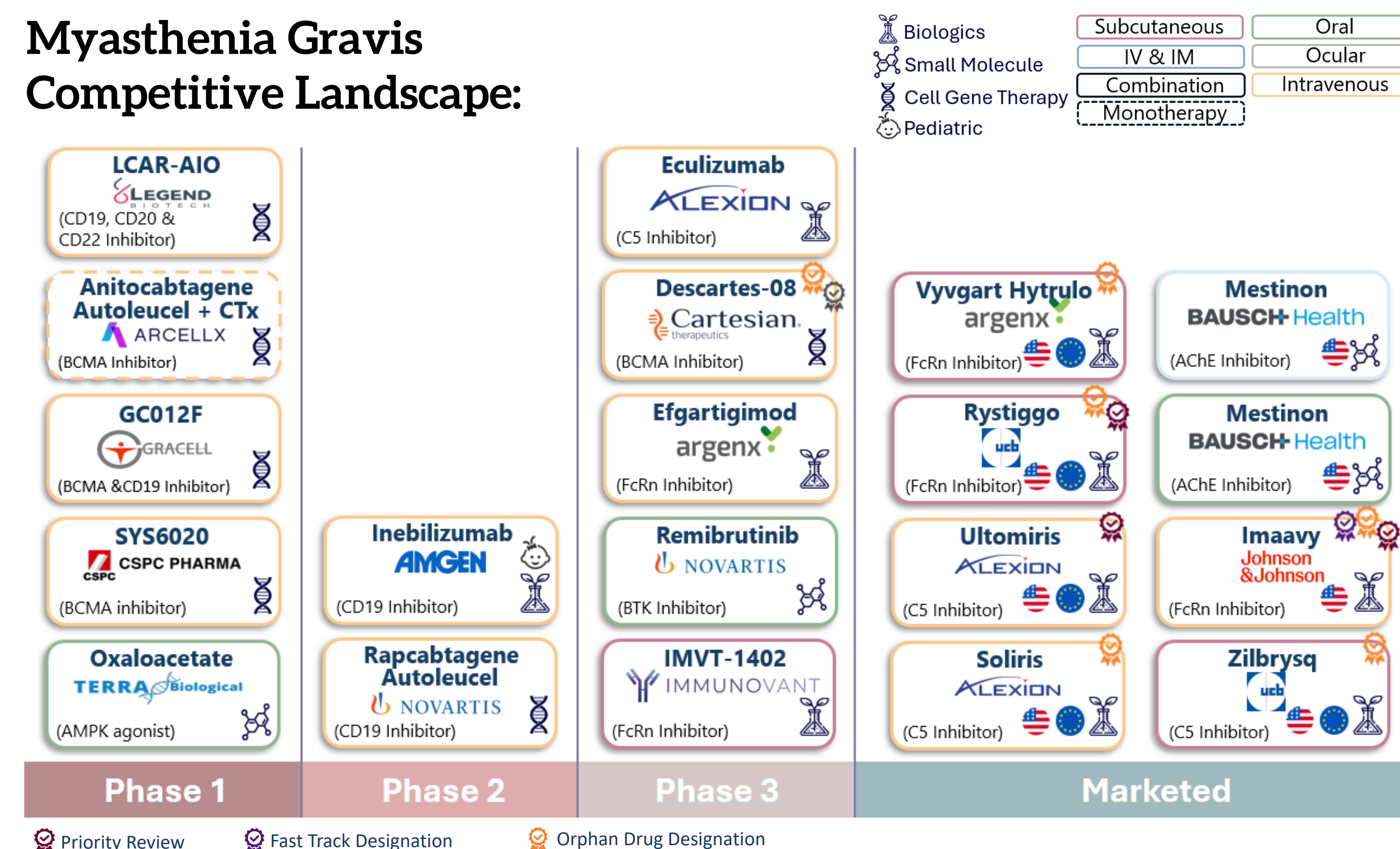
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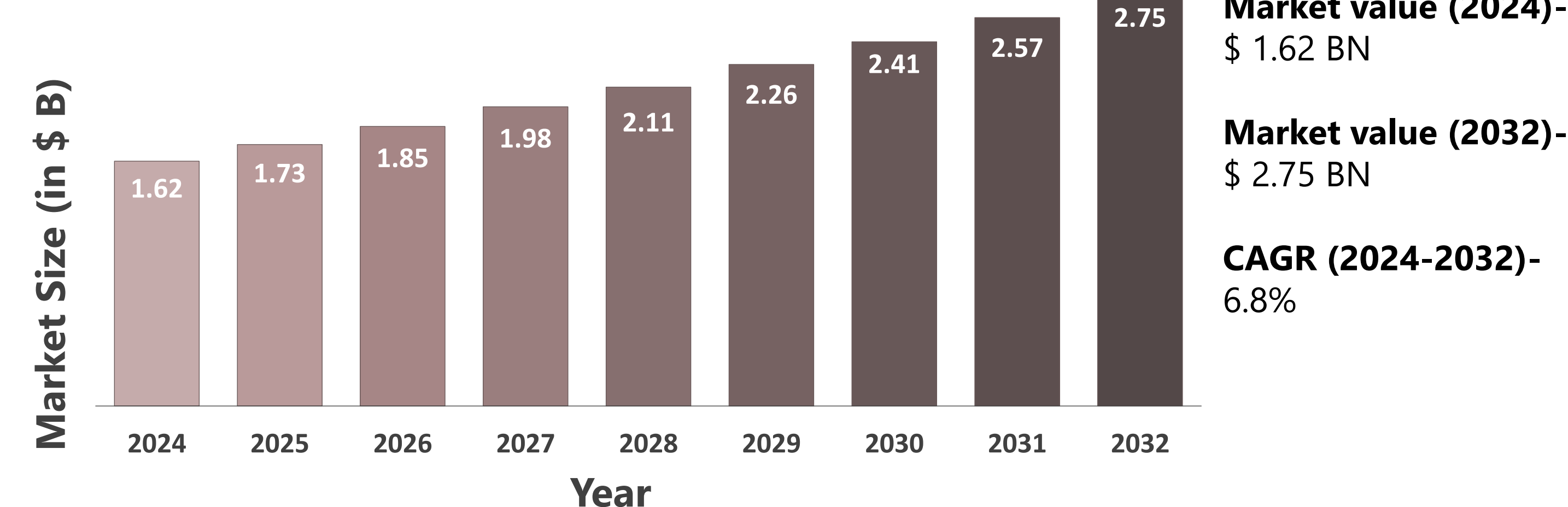
Project Description

- Competitive Intelligence involves systematic collection, analysis, and interpretation of data about competitors and the external environment to support informed decision-making and making and have a competitive edge.
- Myasthenia gravis is a chronic neuromuscular disease that causes weakness and rapid fatigue of voluntary muscles. The global Myasthenia Gravis treatment market is experiencing substantial growth, driven by factors like increasing prevalence, advancements in treatment options, and a growing awareness of the disease.
- The project focused on gathering data from key platforms, including ClinicalTrials.gov for clinical trial analysis, company pipelines for portfolio evaluation, and Drugs@FDA for approval tracking, followed by compiling and consolidating the findings to construct a comprehensive Competitive landscape of Myasthenia Gravis.

Myasthenia Gravis Competitive Landscape:



Market Size Forecast



Product Profiling: SOLIRIS

About Product		Company Overview	
INN: Eculizumab	Dosage: 900 mg → 1200 mg	Therapy Area Bone Metabolism, Cardiology, Endocrinology, Haematology, Nephrology, Neurology & Rare Cancers.	ALEXION AstraZeneca Rare Disease
MoA: C5 inhibitor	Frequency: Q4W → QW	Headquarter:	
RoA: Intravenous	Development Phase: later→Q2W thereafter		
Approved			

STRENGTHS

- Industry relevant expertise
- Customer centric/ Customized approach
- High quality deals database

OPPORTUNITIES

- Expansion into new markets
- Focus on emerging niches like immuno-oncology
- Strategic Collaboration

SWOT ANALYSIS

WEAKNESSES

- Narrow reach beyond biopharma
- Limited Size & Scale
- Dependent on inconsistent public sources

THREATS

- Intense Competition
- Changing Industry Trends
- Data gaps risk credibility

Key Learnings

Secondary Research

Enhanced ability to extract and analyze relevant information from diverse databases and websites through Boolean search

Competitive landscape

Gained expertise in mapping pipelines, clinical trials, and approvals.



Product Profiling

Developed proficiency in evaluating products by MOA, ROA and indication



Company Profiling

Strengthened ability to profile companies by type, development stage and business model

Challenges faced

- Ensuring data accuracy and quality
- Managing time efficiently across multiple parallel tasks
- Handling incomplete information with precision
- Overcoming language barriers and limited information when researching non-English sources

Suggestions

- Build a centralized resource database to streamline therapeutic area research and avoid duplication of effort
- Improve access to verified global company data, especially for regions like China and Japan
- Leverage AI tools for faster data extraction and screening during secondary research

Theoretical concepts

VS

Practical Application

Secondary research methods

Applied in company profiling & CL analysis

Clinical trials concepts

Interpreted CT data for phase/status/location

Regulatory concepts

Mapped designations, approvals, novel drug trends

Pharmacoepidemiology

Analyzed patient segments and visualized prevalence trends